

STUDENT HANDBOOK

Non-Examination Courses



**INTERNATIONAL
CORRESPONDENCE
SCHOOLS**

**Incorporating
The School of Accountancy and Business Studies,
The School of Banking, Die Skool vir Bankwese, Triumph College,
Triomf Kollege, Creative College, The Linguaphone Institute.**

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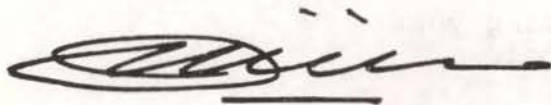
WELCOME TO I C S

This Handbook has been designed to help you in your studies with the School. It gives you instructions, ideas and hints on how to get the most out of your course and should help you to meet your academic and career goals. Please read it carefully before commencing your studies.

By now, you will have received a Confirmation of Contract and a Student Membership Card on which is reflected your student reference number. Please remember to quote your student reference number whenever you communicate with the School. If you need any further information or assistance regarding your studies, after having studied this Handbook, please contact our Student Service Department immediately, by phone or letter, or even come in and see your Student Advisers. They will try to assist you in every possible way.

We wish you every success with your course.

Yours sincerely



J A CHEMINAIS BA MBIM MSAIM
DIRECTOR OF STUDIES



J. A. Cheminais, BA, MBIM, MSAIM, Director of Studies.

ENROLMENT

Once your enrolment is registered, you will receive from the School:

- Membership Card and Confirmation of Contract
- First batch of study material and mailing slip
- Enrolment Pack containing:
 - Study Programme
 - Information Forms
 - Envelopes and Labels
 - Two mailing tubes (Art and Draughting Courses only)
 - Price List and Order Forms
 - Coupon for introducing your friends to our Schools.

ICS	STUDENT IDENTIFICATION
MR JOHN SMITH 6 HIGH STREET MAINTON	
SC 556642	
This is to certify that the above named student is registered with International Correspondence Schools, Cape Town	
<i>Jonathan Alderson</i> REGISTRAR	

Please
Note:

Students may present their Membership Cards at bookshops which sell textbooks to obtain discounts on purchases.

STUDY MATERIAL

Your Study Programme (see figure 1 overleaf) lists all the study material for your course in the order in which you will receive it and indicates the Tests to be submitted for correction. You can also use it to record the grades you are awarded for these Tests.

Study Material may consist of:

- Study Units: These may be combined in a set to make up a manual which includes Test Papers; they may be related to Textbooks.
- Study Notes: These are short lessons, related to a Study Unit or Textbook. There are no tests contained in Study Notes.
- Textbooks: Many subjects are covered by standard textbooks which are associated with Study Units containing Test Papers, or Study Notes.
- Study Guides: These booklets give detailed instructions on what to study in your Study Units, Study Notes or textbook. Several Test Papers may be included in a Study Guide.

Study material is sent to you in planned stages as you progress through the Course. On receipt of each batch of study material, please check that you have received the items listed on the mailing slip against those on your Study Programme. However, remember, you will NOT receive all your study material at once, but at any stage you should have enough work in hand to ensure steady progress.

All study material is allocated a serial number plus an alphabetical code e g 75021A. Sometimes due to changes in the format of a unit the last digit changes.

In some cases where more than one study unit is combined in a set, only the first unit is indicated by an alphabetical code. Example: 75021A contains study units 1 and 2(B). It is therefore important to check your study material thoroughly before contacting the Student Services Department to report any deficiencies.

Any deficiencies not marked 'to follow' on the mailing slip must be reported immediately. Likewise, if you do not receive your first studies within 14 days, advise the Student Service Manager immediately.

STUDY PROGRAMME

Student reference number

DUMMY	NAME & ADDRESS	Mr John Smith 6 High Street Maiton	SC 586642	
	CHANGE OF ADDRESS OR COMPANY NAME & ADDRESS	OCCUPATION	AGE	
		Clerk	22	
		ENROLMENT DATE	EDUC.	
			15 FEB 1985	Std 8
			Repl.	
			S/A	For office use only
			Ext.	

Apply for examination details to

YOUR LOCAL SECRETARY

Closing date(s)

 DNE 31 JULY
 for course entry DNE 21 JULY

Exam Date(s)

 DET JUNE
 DNE NOVEMBER

COURSE TITLE

MATRICULATION EXEMPTION AND SENIOR CERTIFICATE

Course Ref.

Edition 8210

Study Period & Date	Item	Details	Test Papers		
			Number	Date	Result
Set your own deadline for each unit of study Serial number on study material	SUB 1	ENGLISH 1HS FOR PRESCRIBED BOOKS SEE SUPPLEMENT			
	75021A	SENIOR ENGLISH	75021/01		
	75021C	SENIOR ENGLISH	75021/02		
	75021C	SENIOR ENGLISH	75021/03		
	75021C	SENIOR ENGLISH	75021/04		
	76464A	COMMERCIAL ABBREVIATIONS & TERMS	-	-	-
	75034A	STUDY OF PRESCRIBED LITERATURE	-	-	-
	75021E	SENIOR ENGLISH	75021/05		
	75021G	SENIOR ENGLISH	75021/06		
	75021G	SENIOR ENGLISH	75021/07		
	SUB 2	AFRIKAANS 1HS SIEN BYLAE VIR VOORGESKREWE BOEKE			
	79091A	SENIOR AFRIKAANS (1HS)	79091/01		
	79091C	SENIOR AFRIKAANS (1HS)	79091/02		
	79034A	DIE STUDIE VAN VOORGESKREWE LETTERKUNDE	79091/03		
	79091E	SENIOR AFRIKAANS (1HS)	79091/04		
	79091G	SENIOR AFRIKAANS (1HS)	79091/05		
	79091G	SENIOR AFRIKAANS (1HS)	79091/06		
	79091I	SENIOR AFRIKAANS (1HS)	79091/07		
	79091I	SENIOR AFRIKAANS (1HS)	79091/08		
	79091I	HERSIENING	79091/09		
	SUB 3	AFRIKAANS 2HS SIEN BYLAE VIR VOORGESKREWE BOEKE			
	79121A+	SENIOR AFRIKAANS	79121/01		
	79121B	SENIOR AFRIKAANS	79121/02		
Filing	5/6/85		2 BEE	EPC	
	6/7/85		2 BEE	EL1	
			2 BEE	2	
			2 BEE	2 BEE	
			2 BEE	ID/RE	

YOUR STUDY PLAN

Habits are things we do without thinking. They are acquired by doing things over and over until they become automatic. To turn study into one of your habits you must start correctly. And the best place to start is with a realistic plan - one you can stick to. Once you are used to regular study you can change your time-table accordingly. Here are some suggestions for a study plan that works.

Time

This means regular and conscientious study throughout the year.

How can you divide up your time so that you have a realistic approach to study? Let's have a statistical look at time ...

- (1) There are 168 hours in a week.
- (2) A person holding down a full-time job requires 56 hours' sleep per week (8 hours per night).
- (3) The average person devotes 14 hours per week to meals.
- (4) 6 hours per week are spent commuting by car, bus or train.
- (5) Television, sport, family and social activities take up another 25 hours per week.
- (6) An average of 40 hours per week is spent at a place of employment.
- (7) Therefore only 27 hours per week remain for study.

Now remember, you may not need 27 hours of study per week, but, if you need it, you do have it!

Begin to organize your week's activities to make time for study, even planning your other activities around your studies. In some cases you may have to make sacrifices of time, but your education toward a career goal is worth it.

You must ensure that you study for a minimum of 1½ hours at a time, otherwise the effort made will be wasted.

How to plan your studies

- Choose a specific place to study

Use the same room every time you study and make sure it is free from distractions, well lit and has adequate space to keep all your Study Material handy.

- Plan a time-table

Before starting work, check your Study Programme and divide the content of your subjects into study periods of not less than one hour at a time. Then start with your first Unit, leaving later units unread until you come to them in the course of your studies. Allow approximately twelve hours of study for each Test.

- Set realistic but definite times to study

When are you most alert? Early morning? Evening? Late at night? Study when you are most alert and do a little work every day if possible.

- Take a break now and then

Don't study for more than an hour without taking a short break. Get up - walk around. Get some fresh air. Anything. You'll come back to your studies refreshed.

- Set goals for yourself

Short range goals are goals for each study session - read a certain number of pages, finish an examination, solve certain problems.

Mid-range goals are goals to be reached in a few weeks or months: for example, finish a subject in 3 months.

- Be fair to yourself

You are sure to have conflicting demands on your time. Be flexible. Adapt to them. If you are forced to skip a study session, set up a definite time to make up those lost hours.

- Let your family help you plan

Take your family's needs into consideration when making your plan and they'll try harder to help you to keep it.

Commit Your Plan to Paper

To give you some idea of how to make a study plan, we have prepared one as a sample below.

Remember: your mid-range goal is the foundation of your study habit.

At the beginning of each study session, fill in your 'Short-Range' or 'Daily' Goal. This is what you intend accomplishing during that particular study period, but be realistic.

At the end of each session, check up on your performance by writing down what you have actually studied, and comparing it with what you had planned to study. This will help you to be more realistic in planning your future sessions. (see Fig. 2)

My Personal Study Schedule

STUDY PLAN FOR THE WEEK OF 6/5 - 12/5

MID-RANGE GOAL

Study 75071

by July 7

DAILY SCHEDULE

DAILY GOALS

Day	Time		Work	
	Planned	Studied	Planned	Studied
Mon	17h00 - 19h00	Same	S/U 1 pp 1-20	Same
Tues	17h00 - 19h00	Same	" pp 21-30	Same
Wed	Movies	—	—	—
Thurs	17h00 - 19h00		Review S/U DO TEST	Check!!
Fri	17h00 - 19h00	17h00 - 18h30	S/U 2 pp 1-23	pp 1-32
Sat	Braai	—	—	—
Sun	12h00 - 15h00	12h00 - 14h30	S/U 2 pp 24-65	pp 33-65

COMMENTS: _____

Next time
allow more
time for
Review before
doing test!

Fig. 2

STUDY TECHNIQUE

Study means - Reading, Understanding and Retaining for future recall. Here are a few simple guidelines on the 'Know-How'.

The 5 "R's"

■ RUN-THROUGH

Read the study material for one study unit or subject as a whole so that you gain an overall impression of what you should study.

■ READ AND QUESTION

In your second reading, read each section as a whole and then carefully study the details until you are satisfied that you understand what you have read. Use your dictionary to look up meanings of words you do not know.

■ (W)RITE

Take brief notes in your own words after you have mastered the content of each section, not before. Underline key phrases and sentences or highlight entire paragraphs. Even include your own opinions. This will help with revision.

■ RECITE

Test yourself. You should be able to recite the essential features of any point which may be the subject of an examination question. Then do the self-tests or practice problems looking up the answers in the text. In this way you will discover any weak spots needing revision.

■ REVIEW

Use 5 or 10 minutes at the end of each study session to review what you have learned and fix the main points in your mind by going through your notes once more. It is also a good plan to begin each new session by refreshing your memory on what you covered during the previous one, and at the end of the week, to review your week's work.

TESTS

In order to discover whether you are progressing in your work, it is essential that you REGULARLY submit answers to the tests indicated on your Study Programme.

Each test should be written as if it were an examination, therefore do NOT attempt a test unless you are sure that you have learnt your work thoroughly. Only in this way can you be sure of gaining good marks. Try to answer the questions without referring to the prescribed reading but should a question prove difficult, re-study your lesson.

Types of Tests

Multiple Choice Examination: Many courses contain tests or examinations of this type. Tests like these are sometimes more difficult than they appear, so be sure you understand the question before you answer.

First write your answers carefully in pencil; when you have checked them against the study material, complete the test in blue or black ink. Use the answer sheets if they are included with the test.

Essay-type tests are to be answered in your OWN words. Build up your answers in rough so that you can check them for accuracy and completeness before rewriting them on your answer paper. Neatness and legibility are extremely important and you should try to phrase your answers in good English, checking that spelling, grammar and punctuation are correct. Do not 'pad' your answers with unnecessary phrases but be concise and stick to the point. Finally, read through your completed assignment carefully, checking for consistency and always making sure that you have answered what was asked.

Mathematical Calculations: Show full working of all numerical problems, neatly set out, so that your tutor can see how you arrived at your answers and pin-point any errors.

Technical Tests: Where these require the preparation of maps and diagrams please NOTE the instructions given for answering. Neatness is a professional requirement here and will be considered when awarding a grade.

General Principles for Answering Tests

- At the top of your first Test page write:

Your name and address
Your student reference number
Title of your course
Subject
Study Unit Number, Test Number, Edition.

On every page:

Your Student reference number
Study Unit Number, Test Number, Edition.

If your course includes drawings or art assignments, the above particulars must be given on the front or back of every sheet.

- Never use red ink for answering as your tutors use this for correcting your work. Pencils may only be used for some drawing subjects.
- Leave a wide margin down the left hand side of each page.
- Write down the question number next to each answer.
- Leave a space of two or three lines between answers for your tutor's comments and corrections.
- When you have finished, pin your pages together in their correct order with the test paper to the front of your answers as well as a clearly addressed label.
- Only letters or information forms may be enclosed with answers. DO NOT enclose cash, postal orders or cheques.
- Always keep a record of your answers, just in case the original should be lost in the post.

NB!! Failure to include your student number will delay the evaluation and grading of your tests.

ANSWER PAPER

Subject

Marketing I

Manual or Test No. 1

GRADE C

Title of Course

Marketing Concept

Serial No. 78181

Edition 2

TUTOR

G.W

Name

H. B. Dawson

Address

20 Stellenberg Rd

Somerby West

Ref. No.

IMMC X 524855

IMPORTANT: Before posting your work kindly ensure that the above information is complete and correct.

Tutor's comment on work:

Good work. Do not be afraid to think positively about marketing. The concept or idea of marketing is for the consumer's benefit. Please see next page. C.

Margin for tutor's use only

Question 2

(a) The marketing concept is applicable to all business organisations irrespective of size or nature of the goods or services marketed.

The marketing concept is having the right product at the right time in the right place at the right profit at the right price.

I must first disagree with this statement if this statement applies to a monopolistic industry or firm (in the short run) however this would definitely apply in the long run (so as to remain efficient and ward off competition)

I would also disagree with the statement if the business is a preferred industry or business (where for example it has a tender contract).

lasting so many years, it cannot be cancelled

Excluding the above cases however the statement obviously applies to most businesses and in fact would do no harm applying the above 2 (although not vital in the short run)

A business after all sets objectives, this could be market share, market volumes, sales, profit or social responsibility. After all to carry out the business efficiently they need to be one step ahead of competitors or at least on level footing.

And may I ask you what would happen to a business if it had the wrong product (no sales) at the wrong time

WRONG.

Regardless, the marketing concept is necessary

NOTHING IS CHANGELESS

Even a contract has a fault clause and there is no short run in business.

= marketing

Posting Your Work

Since the post can sometimes be slow, you would do well to post your test as soon as you have completed and checked it. Make sure that you affix stamps for the correct value to your parcel depending on whether it is being sent surface or air mail.

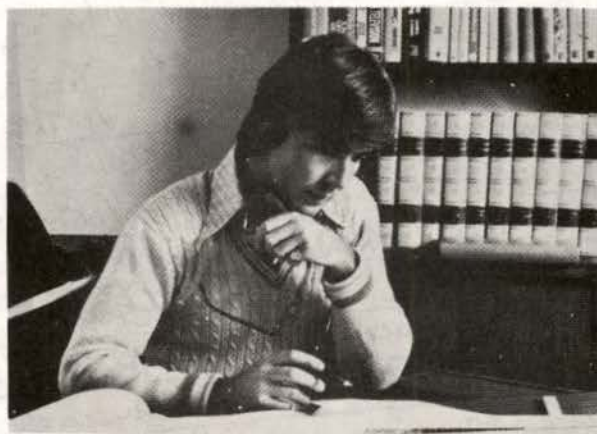
Some drawings may be folded but for all Art assignments we recommend that you make use of the 'posting tubes' supplied.

Don't give in to the temptation of sending a number of tests at once to save postage. Send one at a time per subject and as soon as you have sent in one assignment, start studying the next section. However, before sending in your next test, wait for the previous test to be returned to you, as a basic error may otherwise be repeated in all your assignments.

Your Corrected Tests

Carefully examine the corrected test papers as soon as you receive it and immediately do any revision that appears necessary. Pay special attention to your tutor's general remarks and comments on any points where you made mistakes.

This will ensure that you do not continue making the same mistakes and your grades are sure to improve as you work through the course. Remember that you will obtain higher grades for work you have just studied than you will achieve on later recall in the examination room.



Grades

Your tutor will mark your work and where necessary, make helpful comments. He will assign a grade to your test, which will be recorded on your study file at the School. The grading system is as follows:

A+	Excellent	90 - 100%	} Rarely awarded
A		80 - 89%	
B+	Very good	75 - 79	
B		70 - 74	
C+	Good	65 - 69	
C		60 - 64	
D+	Fair	55 - 59	
D		50 - 54	
W	Grade Withheld. Work below standard. Assignment returned. A student must re-do questions indicated on the pink slip which is attached to the assignment RETURN THIS SLIP WITH THE CORRECTED WORK.		

ICS INFORMATION FORM

1. Use this form for tutorial queries only and use one sheet for each query.
2. State your difficulty in full. If it contains a question involving calculations give your solution as far as you can go.
3. Complete the name, address and student's reference boxes below and complete the boxes relevant to your query.

Name JOE BROWN				Student Reference			
Address 32 MAIN ROAD				Letters		Figures	
MAINTON				N	S	C	
Post Code				5	4	7	8
				1984	3	14	
Title of Study Unit/Textbook (delete as necessary)							
Senior Commercial Maths.							
Serial Number	75891A	Page Number	13	Test Number	1	Exercise Number	
Study Unit No.	1	Edition	1	Article Number		Para Number	

Ref. Example (d).

Please tell me where you get:

Length of side of square = $\sqrt{81}$

As the figure is a square then:

Length = Breadth ($l = b$)

The formula for area is then $A = l \times b \equiv A = b^2$

We know that $A = 81$ thus $b^2 = 81$ and $b = \sqrt{81}$

EmR

P.T.O. For our reply

Fig. 4

CONTACT WITH US

When you write to us, you will be assured of prompt service if you address your letters to the correct departments, using a SEPARATE sheet for each department. Contact:

- Student Service Department: For all matters relating to your studies, for example, Tests, Information Forms, Study Material and all other queries concerning studies.
- Supplies Department: For all supplies of stationary and items included in the Student Supplies Price List.
- Student Accounts Department: For all matters relating to payment of fees.

REMEMBER! When contacting us, by letter, telephone or personal visit always state your student reference number. Also notify us immediately of any change of address. We also require full identifying details on all written work, drawings and information forms.

Help! I have a Problem

If you have a query or problem concerning your understanding of the study material or if you, after a reasonable attempt still cannot arrive at the answer to a practice question or problem, ASK FOR HELP. Don't carry unsolved problems over from one study session to the next.

There are several ways you can request extra help:

Information Forms: These are provided on enrolment. State your query in full on one of these forms. In the case of a mathematical calculation, show your workings up to the point where you have a problem, then state your problem. If you don't have enough space on the Information Form to state the whole problem, continue on blank paper of the same size and clip this to the Information Form. Above all, be specific. Make sure that you follow the instructions and fill in all the details asked for at the top of the form. These forms may not be used for general correspondence. (see Fig. 4)

DO NOT expect your tutor to provide you with a complete model answer or to answer the question for you. However, he will give you guidance on how to deal with the problem, sometimes giving you a reference that will help you find the solution.

While waiting for the query to be answered, proceed with another section of your course or undertake supplementary reading.



- Dial-a-Tutor: Use this service to obtain help concerning study problems relating to your study material. In most cases, if you have telephoned in the morning, you should receive answers to the problem the same day. However, if not the same day, we promise to get back to you within 24 hours, if you have given us a telephone number, where you may be contacted during office hours. The Dial-a-tutor service operates every day from 08h00 to 16h30, Mondays to Fridays - Tel: Cape Town (021) 474778. Thereafter, an answering machine will tape your enquiry. However, for the service to be effective, you must plan your call beforehand, writing out what you would like to ask.

You must also please supply the following information:

Your Name
Student Reference Number
Telephone Number
Title, Serial Number and page of the Unit which
you are querying.

Give this information when the call is answered by our Student Advisers (after hours, give the information as soon as the taped answering message ends) and then read your query clearly.

NB: This service may only be used for queries relating to content of study material. DO NOT TELEPHONE THE DIAL-A-TUTOR NUMBER FOR ANY OTHER REASON.

COURSE COMPLETION

You will receive your ICS Award when you have achieved satisfactory grades for all the tests specified in your Study Programme. On successful completion of your course a form will be sent to you so that you can tell us how you want your name inserted on your award.

Numerous organisations have included our courses in their training programmes and many others have acknowledged the help given by us in training their employees. This is a measure of the recognition our School receives from employers in Commerce and Industry for setting the highest standards in our Courses as well as providing tuition for professional and technical examinations. Your award is evidence of study at a high level in the field you have selected.

Well, is this the end? No, it's time to begin studying now. Remember, achievement of a career or study-goal, or success in an examination, requires teamwork between yourself and our School. Together we can ensure that you complete your studies successfully in the shortest possible time.

Best wishes with your Studies!



STANDARDS OF SERVICE

As a founder member of the Association of Correspondence Colleges of Southern Africa, and as co-promoter of the Bill from which the Correspondence Colleges Act emerged, ICS is firmly committed to providing an educational service of the highest possible standard.

Internationally ICS are accredited by the UK Council for the Accreditation of Correspondence Colleges, by the US National Home Study Council and in South Africa, registered with the Correspondence Colleges Council.

The Correspondence College Council has been created by the Correspondence Colleges Act, 1965, to maintain the integrity and enhance the status and improve the standards of correspondence tuition. Every correspondence college is bound to observe the requirements laid down by the Council, but if after negotiation with the college concerned any student wishes to communicate with the Correspondence College Council, correspondence should be addressed to the Registrar, P O Box 84583, Greenside, 2034.